

ABSTRACT

The halal industry continues to grow as the number of Muslims in the world increases. Halal food is not only prioritized by industry players and people in countries that are predominantly Muslim, but also Muslim minority countries. To guarantee the halalness of halal food, a system is needed that can guarantee the halalness of the product. The food industry needs to be supported by halal supply chain management. Halal Supply Chain Management (HSCM) or halal supply chain is a development of conventional supply chain management which aims to ensure halal integrity starting from raw materials to the point of purchase by consumers so that the product is still in a state of halal and safe for consumption. According to SNI 99001: 2016 management aspects that need to be considered in the halal supply chain are not only in the production aspect, but also in top management such as quality control, purchasing, research and development (R & D), warehousing, and distribution. The distribution process is a crucial process in the product sales process. With the growing demand for domestic halal food, it is important for every company to start focusing and take advantage of opportunities to develop halal distribution. Vannisa Brownies is a small and medium-sized business company engaged in the production and sale of various variants of food products, namely brownies. Although the halal distribution process is important, in the Vannisa Brownies distribution process there is not yet a system that can maintain the halalness of the product until it reaches the consumer. Halal traceability can be used as a medium to track the halal status of a food product by recording all information on activities in producing products starting from upstream, namely the origin of raw materials and downstream. The method used in this final project is using the Interpretive Structural Modeling (ISM) method where this model is used to form a comprehensive systematic model that describes the structure of a complex problem to determine the order and purpose of the relationship between system elements. The results of this final project show that the halal element that has a high influence on the company is the halal manufacturing and producer traceability section.

***Keywords: Halal Supply Chain, Halal Food, Distribution, System Traceability
Halal, Interpretive Structural Modeling***